A look into the Procter & Gamble history book—See Magazine

Advertising Age

© Entire contents copyright 1982 by Crain Communications Inc. All rights reserved.

$1 a copy; $40 a year *The International Newspaper of Marketing • In Two Sections, Section 1.* *January 11, 1982*

Appealing

Model Christy Brinkley helps draw attention to new Max Slim Lights 100mm regular and menthol cigarets from Lorillard. The new 12mg-tar line extension is about to test in Portland, Ore., and Phoenix. Ads break next month, via Foote, Cone & Belding.

Bud Light rolls via NH&S

By ROBERT REED

The light beer war will escalate this year as Anheuser-Busch prepares to grapple with segment leader Lite from Miller Brewing by expanding the distribution of Budweiser Light.

Bud Light's first hurdle toward expansion was cleared last week as the leading brewer named Chicago-based Needham, Harper & Steers over D'Arcy-MacManus & Masius, St. Louis, to handle its advertising. The two shops had been competing for the estimated $35,000,000 account since the beer's test market introduction last summer.

A-B execs are looking to California as the next Bud Light outpost and are also considering an expansion into other parts of Texas, one of the test states. Those states are hotly contested beer markets with both Miller and A-B becoming the dominant factors at the expense of the nation's second-tier brewers.

But the movement will not be confined to the Sunbelt since wholesalers throughout the country have voiced a growing interest in the first light beer to carry the flagship Budweiser label, said Michael Roarty, vp-marketing.

A-B is undergoing a capital expenditure plan to increase its brewing capacity from an estimated 57,000,000 bbls. to 70,000,000 bbls.—a factor that will provide the brewer with enough flexibility

(Continued on Page 82)

NEXT BIG REVENUE SOURCE?

Pay-per-view cable tv test set for Conn.

By SUSAN SPILLMAN

NEW YORK—Teleprompter, the second-largest multiple systems operator (mso), will launch one of the first continuous pay-per-view cable experiments this March in Middletown, Conn.

Middletown subscribers, who already have the option of purchasing Home Box Office, Showtime, The Movie Channel and Prism, will be able to pay $3 a shot for individual movies not yet released to the traditional pay networks, plus sports events and Italian-language films.

Having proven that consumers will subscribe to more than one pay tv service, the cable industry is now looking toward pay-per-view as a next major revenue source. Cable industry newsletter king Paul Kagan estimates the industry will generate $2.5 billion from pay-per-view in 1990.

Pay-per-view's potential has been realized on a sporadic basis by the handful of cable systems and over-the-air subscription tv operations (stv) that have offered major boxing bouts and, most recently, the Rolling Stones concert on a pay-per-view basis.

The Teleprompter test, however, represents a new phase in that it devotes a fulltime channel to individual programing viewers can selectively pay for. The channel will feature five different events repeated 12 times each month. Included will be major films shown one to six months before their play on traditional pay networks; Italian-language films catering to Middletown's blue-collar Italian-American population and sports events, primarily boxing.

(Continued on Page 87)

last minute news

Improved Bayer intrcduced; U.S. rollout seen

NEW YORK—Sterling Drug's Glenbrook Labs has introduced an improved Bayer aspirin on the West Coast, in what is believed to be the beginning of a national rollout. Ads describe the improvement as a "revolutionary micro-thin, extra-smooth coating. . .designed to prevent the tablet from coming apart in your mouth and protect you from that acidy, bitter taste It just slides right down." Tv and print support, via SSC&B.

Jovan plans 'Star Wars' toiletries line for kids

CHICAGO—Jovan this summer will expand into children's toiletries with a 12-item "Star Wars" line from its new OMNI subsidiary. Eight varieties of bubblebath and shampoo, in the shape of characters Luke Skywalker, Princess Leia, Darth Vader, Chewbacca, Yoda and R2-D2, will be positioned as toys as well as cleaners. Four kinds of bar soap carry characters in relief. Network tv breaks in July via JWT.

Caird resigns vp-marketing post at HBO

NEW YORK—Robert N. Caird has resigned as HBO's vp-marketing. His duties will be assumed by other staffers. He will continue as consultant.

Active Markets buys 'Inside Sports,' eyes cuts

NEW YORK—Expect a leaner *Inside Sports* under new owner Active Markets Inc., according to Phil Syrdal, chief exec of the Bellevue,

(Continued on Page 8)

NEWSPAPER

AA
DC2001ACONGLI FMJF M
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

Continental unsure it will keep agency

Pan Am hops to Wells, Rich

By ROBERT RAISSMAN

NEW YORK—Pan American World Airways, searching for a formula to stop its financial slide, has moved its $35,000,000 account for the second time in seven months, this time to Wells, Rich, Greene from Doyle Dane Bernbach.

The move stunned DDB officials, who were informed only one-half hour after the decision was made. "Obviously, we are surprised and disappointed," said Neil Austrian, DDB president-chief executive officer. "We weren't given a reason," he said. "We know, and they know, that the advertising was working. Right now, we just want to get our heads together."

The day the decision was made, Joseph R. Daly, DDB chairman-chief executive, lunched with a Pan Am official. "Everything is fine with Pan Am," Mr. Daly told ADVERTISING AGE last Friday afternoon after the lunch. "The phone has been ringing off the hook [for Pan Am reservations] and it's all because of the advertising."

The switch also surprised some execs at Continental Airlines, which is handled by WRG's Los Angeles office. WRG said it would continue to handle the $16,000,000 Continental account. However, Warren Rucker, director of advertising for Continental, said "there's absolutely no way they can do that," after being told of the switch. "It's a joke, Continental is in direct competition with Pan Am."

But after it was learned that, according to WRG, Continental president George Warde gave the deal

(Continued on Page 82)

Curtis readies Finesse bow

By JENNIFER ALTER

CHICAGO—Helene Curtis Industries this spring will attempt to enter the premium end of the haircare spectrum with the national launch of new Finesse conditioner.

Curtis is planning to put "major marketing support" behind the new product, according to director of marketing services Margaret Bertrand. The company is telling trade accounts it will spend $10,000,000 in advertising to introduce Finesse, which is called "a variable conditioner for the changing needs of your hair."

■ Network tv and print ads in eight women's books are scheduled to break March 15, using the theme, "Works a little, works a lot." The copy suggests Finesse can be used in a few seconds for a little conditioning and up to five minutes for deep conditioning, explaining, "Cause Monday you need a little Finesse and Tuesday you need a lot."

Backer & Spielvogel, New York, is the agency.

Curtis also is planning to distribute 30,500,000 samples in April, followed by 38,000,000 freestanding inserts and 24,000,000 coupons via the mails.

The positioning of Finesse as a product with variable uses might be viewed as an attempt to meet trends from two directions, one industry source suggested. While the

(Continued on Page 82)

DISPUTE OVER FORD ADS, SHOP REVIEW

BBDO splits with Avis

By ROBERT RAISSMAN

NEW YORK—BBDO has resigned the $8,000,000 Avis Rent A Car Systems account because the company extended invitations to several agencies to make presentations. The invites came even after the incumbent had offered to start work on a new campaign that would eliminate the car rental company's new effort featuring veteran actor Glenn Ford.

BBDO president Allen G. Rosenshine would not comment on his agency's offer to create a new campaign, but did say, "As far back as three weeks ago I made it clear to Avis that we would not be part of a competition with other agencies."

William Schecter, a spokesman for Avis, said the company had extended invitations to "several" agencies. He declined to say which agencies were contacted or why Avis wanted to make the switch.

Apparently in the running: Young & Rubicam; N W Ayer; Ogilvy & Mather; Ted Bates & Co.; Avrett, Free & Fischer, and Grey.

Sources close to Avis said that David Mahoney, chairman-chief executive officer of the company's parent, Norton Simon Inc., was unhappy with the Glenn Ford campaign from its inception; it began airing in October. It marked the first time Avis has used a celebrity in its ads, and the commercials have drawn many comments over the actor's use of his hands (*see*

(Continued on Page 87)

'Phil. Bulletin' up for sale

By STUART EMMRICH

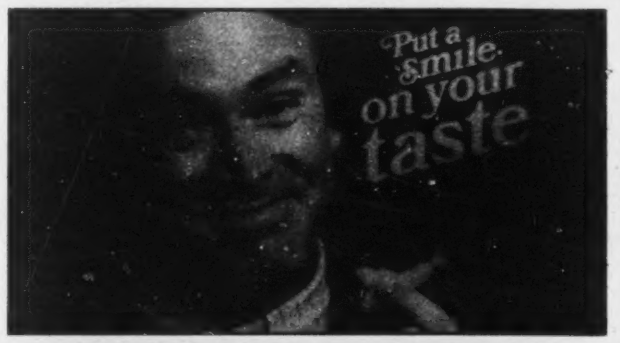
Five months after the owner of the *Philadelphia Bulletin* wrangled union concessions and in return promised to pump $30,000,000 into the struggling afternoon daily, the Charter Co.-owned newspaper has been put up for sale.

The announcement last week by Charter Co., Jacksonville, Fla., that it had all but given up on saving the 400,000-circulation paper was not unexpected in newspaper circles. Analysts had predicted that the last-ditch effort to turn the paper around would not work, and for weeks local newspaper people had been predicting that the paper would fold in late January.

Analysts also are pessimistic about the chances of the paper finding a new owner, a situation that would leave Philadelphia, until last month the only major U.S. city with four daily newspapers, a two-newspaper town. Last month, the *Philadelphia Journal* closed. The two other city papers, the *Philadelphia Inquirer* and the *Philadelphia Daily News*, are both owned by Knight-Ridder.

But the auctioning of the Bulletin should have ramifications beyond Philadelphia. It now increases to two the number of financially troubled major newspapers looking for new owners, a fact

(Continued on Page 87)



Smilin' good

Long John Silver's Seafood Shoppes' new campaign (AA, Dec. 14) emphasizes in-store ambience and food quality. Radio and newspaper support, via Jordan, Case & McGrath.

CBS non-bowls 'em over in prime time

By COLBY COATES

NEW YORK—Though some observers might quibble and call CBS' six-plus ratings point win in the prime time season's 13th week "atypical," CBS Entertainment president Bud Grant is having none of that.

"As far as I'm concerned a win is a win," he said, laughing off charges that the special holiday programing on all three nets reduced the significance of the wide-margin victory.

CBS' programing maestro also found it amusing that some tv watchers found unusual the network's strategy of running an intact Friday night lineup against the Sugar (ABC) and Orange (NBC) Bowls. "There was never any question of taking 'Dukes,' 'Dallas' or 'Falcon Crest' off. We knew the two football games would split that audience," he said, adding, "The decision to leave them on was really a nondecision." For the record, CBS had a 26.1 rating and 40 share New Year's night; ABC an 11.2 and 17, and NBC, an 18 rating and 28 share.

Looking over the prime time week and CBS' ratings performance so far this season, Mr. Grant rejected the notion that CBS' ratings wins were too dependent on the blockbuster performances of just two nights, Friday and Sunday. "I don't know of any network that wins all seven nights every week."

But he said CBS will begin regularly to add Monday night to the win column now that ABC's pro football advantage has run its course, also noting that with the addition of "Disney" to a Saturday night movie, "there is a remarkable difference between our ratings this year and last."

He was similarly enthusiastic over the network's Thursday lineup of "Magnum," "Knots Landing" and "Nurse," suggesting the best numbers were ahead for "these relatively new shows."

About Tuesday and Wednesday nights, however, the Entertainment boss said, "Sure, we have problems." But he thinks the coming switch of half-hour comedies on Wednesday and Monday will help somewhat. The new lineup

(Continued on Page 86)

highlights

Monday, Jan. 11, 1982

Michael Pertschuk tells the Utah Advertising Federation that things are going badly at the Federal Trade Commission for advertisers and the public. *See Page 6.*

Alaska is going after tourists with a big push, jumping from 12th to No. 1 on the list of travel promotion spenders. *See Page 10.*

Volvo made a right turn when it signed as Grand Prix and Masters tennis sponsor. *See Page 12.*

Braniff has settled with a long-range strategy under the theme "Braniff is going your way." *See Page 14.*

The world's first dog juice is being served. *See Page 32.*

Mexico's Actimart S.A. is planning an entry into the U.S. cordial/liqueur market. *See Page 42.*

Detroit has a new auto idea: Cars whose roofs go down so that people can drive in fresh air and sunshine. *See Page 45.*

After 13 years of supplying blank tapes to other companies, Loranger Manufacturing Co. is coming out with its own line. *See Page 70.*

Working women should be attracting marketers of traditional male categories, according to a Young & Rubicam study. *See Page 76.*

Marriott's Roy Rogers is ready to move if its bid for rival Gino's Inc. goes through. *See Page 78.*

A chance remark at a birthday party started the controversial sale of *Attenzione*. *See Page 86.*

CORPORATE CLOSEUP

Binney & Smith is diversifying and using a more lively, creative approach as it moves out of its crayon image. *See Page 4.*

MAGAZINE

Procter & Gamble Co. has completed almost one full year under new chief executive officer John G. Smale, a homegrown executive who one P&G watcher likens to Howard J. Morgens, P&G's chief exec from 1957 to 1974. If that observation is accurate, then excerpts from Oscar Schisgall's "Eyes on Tomorrow," which looks at events from the career of Mr. Morgens, may provide insight into P&G under Mr. Smale. *See Page 47.*

Can promotions build trust? According to Barbara Mahany, some purchases, such as appliances, are bought on a consumer's trust of the dealer—especially in emergency purchases. Can a promotion build trust and loyalty to a brand? *See Page 55.*

John Siddall, a member of ADVERTISING AGE's Small Agency Panel, looks at how the small agency can produce great creative work. *See Page 58.*

Walter P. Margulies looks at what corporate communications say about companies and offers a checklist to evaluate current communications programs. *See Page 60.*

What is the key to success? According to Dick Wasserman, much of it has to do with luck, plus a few attributes that a person can control. *See Page 62.*

VIDEOTECH

The big question hanging over the advent of morning tv in Britain is what it will look like. *See Page 64.*

A new tv syndication company is putting together a network of ad agencies to act as subdistributors. *See Page 66.*

section 2

DETROIT

The current woes of the auto industry and the general uncertain economic state have put extra burdens on Detroit and its plans for the '80s. How are the various segments coping and what do they see for their city's future? Section 2/Detroit examines this auto town's attempts to keep its "renaissance" going, starting opposite Page 44.

REGULAR FEATURES

ACCOUNT CHANGES	76	PRESSTIME	8
ADBEAT	77	REGIONAL NEWS	38
ADVERTISER PEOPLE	24	VIDEOTECH UPDATE	64
ADVERTISING MARKETPLACE	73	VOICE OF THE ADVERTISER	72
AGENCY PEOPLE	20	WASHINGTON BEAT	30
BRIEFLY	42	WEST COAST UPDATE	80
CON-SID-ERATIONS	16	WORLD NEWS ROUNDUP	3
CORRECTIONS & CLARIFICATIONS	6		
EDITORIAL VIEWPOINT	16		
FOR THE RECORD	81		
MAGAZINE SECTION	47		
OBITUARIES	14, 80		
PHOTO REVIEW	28		

FIGURES TO FILE

AD PAGES IN FARM PUBLICATIONS FOR 12 MONTHS—1981-1980 88

Vol. 53, No. 2—ADVERTISING AGE (ISSN 0001-8899) is published weekly except semi-weekly the third week in March, the second week in September at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing offices.

AA names new editor in features

CHICAGO—Robert Goldsborough has joined the editorial staff of ADVERTISING AGE as executive editor with responsibility for the weekly newspaper's feature sections.

Mr. Goldsborough, formerly editor of the weekly *Chicago Tribune Magazine*, initially will direct the launch of AD AGE's Magazine/Section 2, a redesigned and expanded successor to the present Section 2 and Magazine sections. The merged Magazine will continue as a pull-out center section of AA. Scheduled for introduction early this year, it will incorporate all of the theme and feature material currently contained in the separate Section 2 and Magazine sections, along with new features.

R. Goldsborough

■ "Bob's strong background in magazine, features and news administration will be a major asset for AD AGE as he directs this significant advance for our publication," said Todd Fandell, editor of AA, in

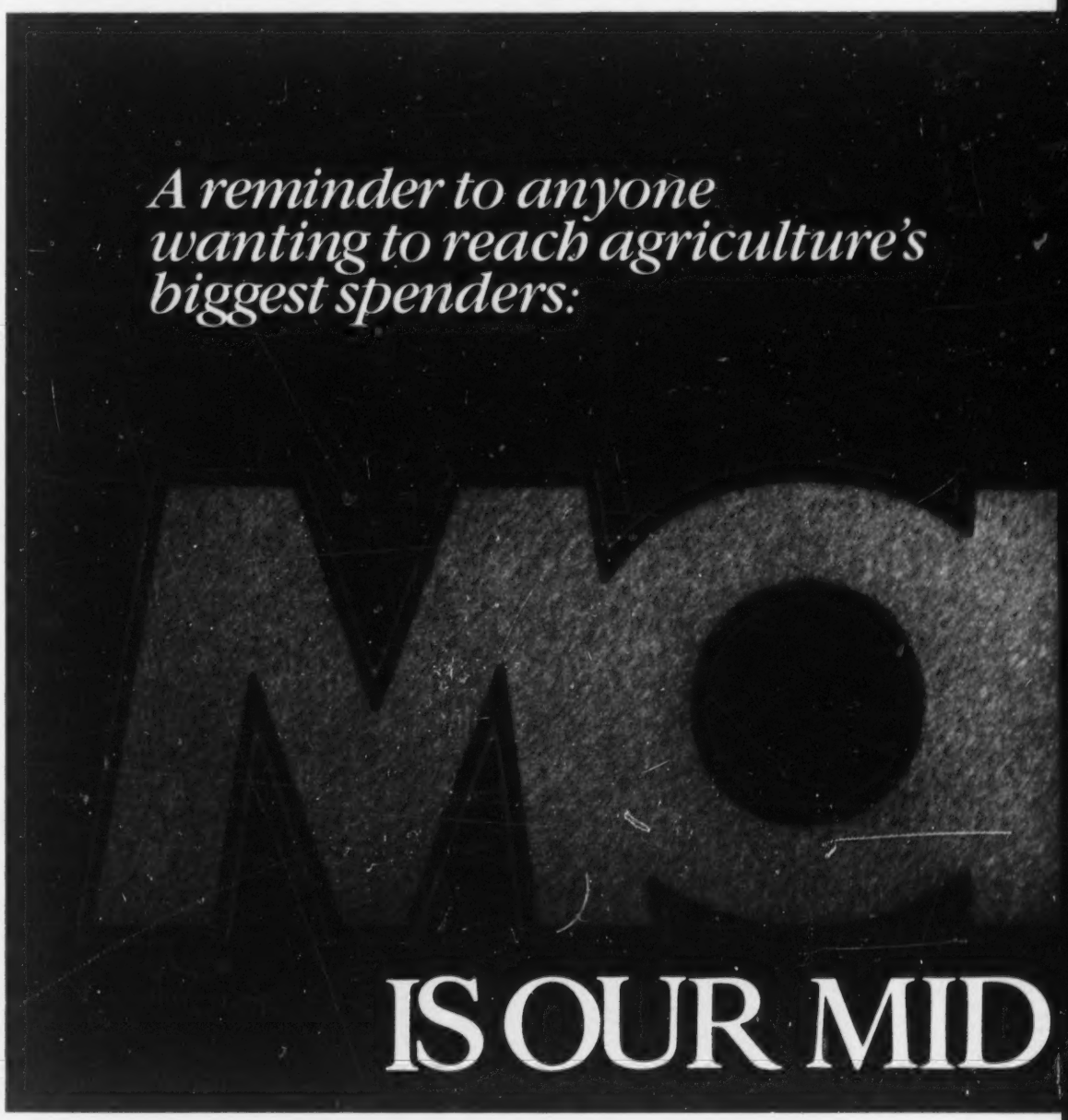
(Continued on Page 87)

Ad pages in farm publications for 12 months, 1981-1980

Fourth-quarter and year-to-date figures for U.S. and Canadian publications reporting to Advertising Age

Key: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly

	Pages			
	Oct.-Dec. 1981	Oct.-Dec. 1980	Jan.-Dec. 1981	Jan.-Dec. 1980
General Farm Publications				
American Agriculturist	99.2	98.4	437.1	487.1
Measured in lines	75,188	74,763	332,200	370,135
†§California Farmer (sm)	181.7	154.8	791.9	726.9
Measured in lines	138,140	117,638	601,905	552,364
Cotton Farmer (mon)	18.1	9.5	282.8	241.8
Measured in Lines	7,602	3,990	118,776	101,556
§Farm Futures	56.0	56.6	264.4	256.8
Measured in lines	24,027	24,307	113,431	110,167
Farm Industry News	99.0	142.0	401.0	474.0
Measured in lines	75,383	107,671	304,925	360,450
Farm Journal	193.9	168.4	787.4	754.7
Measured in lines	83,178	72,261	337,741	323,761
Farm Money Management	25.7	25.9	116.5	40.1
Measured in lines	10,777	10,878	48,916	16,825
The Farmer	274.8	270.1	1,411.1	1,428.9
Measured in lines	208,847	205,296	1,072,433	1,085,995
Farmer-Stockman Unit: (mon)				
Oklahoma Farmer-Stockman	35.9	34.7	175.4	172.1
Measured in lines	27,290	26,429	133,314	130,798
Texas Farmer-Stockman	31.3	30.0	157.1	163.1
Measured in lines	23,801	22,839	119,418	124,002
*Harvest Publishing Unit: (sm)				
Kansas Farmer	136.0	145.5	743.5	777.2
Measured in lines	103,431	110,608	565,074	590,643
Michigan Farmer	181.9	158.2	773.0	770.5
Measured in lines	138,224	120,238	587,481	585,560
Missouri Ruralist	163.8	189.0	829.0	900.2
Measured in lines	124,523	143,633	630,029	684,116
Ohio Farmer	231.6	215.6	1,094.0	1,099.5
Measured in lines	176,048	163,841	831,429	835,610
Pennsylvania Farmer	129.4	107.8	649.5	693.2
Measured in lines	91,532	81,963	493,611	526,641
High Plains Journal (w)				
Eastern Kansas	521.9	512.7	2,328.3	2,217.7
Measured in lines	584,556	574,266	2,607,724	2,483,796
Colorado	517.8	505.8	2,321.5	2,194.5
Measured in lines	579,894	566,440	2,600,024	2,457,910
Nebraska	507.0	505.8	2,281.1	2,194.6
Measured in lines	567,798	566,440	2,554,776	2,457,910
Oklahoma-Texas	517.6	510.9	2,322.8	2,242.5
Measured in lines	579,726	572,250	2,601,522	2,511,642
Western Kansas	579.5	566.9	2,539.6	2,421.3
Measured in lines	649,040	635,026	2,844,366	2,711,856
§Irrigation Age	64.0	54.1	347.4	357.9
Measured in lines	27,464	23,230	149,023	153,542
Kentucky Farmer (mon)	64.8	62.8	310.3	375.4
Measured in lines	49,265	47,782	235,891	285,320
Lancaster Farming (w)	1,125.8	1,180.0	4,881.6	5,012.2
Measured in lines	1,765,190	1,586,004	7,321,066	6,736,596
Midwest Farm Paper Unit: (sm)				
Nebraska Farmer	349.3	308.7	1,626.6	1,548.5
Measured in lines	265,450	234,620	1,236,183	1,176,874
§Prairie Farmer:				
#Illinois Edition	326.7	307.7	1,694.2	1,422.6
#Indiana Edition	327.1	222.3	1,573.7	1,327.4
Average 2 Editions	326.9	314.2	1,634.0	1,424.7
Measured in lines	248,466	238,826	1,241,821	1,082,783
§Wallaces Farmer	296.5	302.8	1,319.6	1,842.7
Measured in lines	225,359	230,090	1,002,921	1,400,419
Wisconsin Agriculturist	200.6	203.2	970.3	1,065.9
Measured in lines	152,448	154,473	737,417	810,101
▲Pecan South	15.9	14.6	91.0	106.9
Measured in lines	6,678	6,132	38,220	44,898
§Progressive Farmer	194.1	175.8	814.7	788.1
Measured in lines	81,861	73,851	342,177	331,019
Specialized Agricultural Publications:				
Flue Cured Tobacco Farmer	31.0	23.3	169.8	175.6
Measured in lines	13,184	9,926	72,313	74,806
Peanut Farmer	—	—	131.4	127.2
Measured in lines	—	—	55,993	54,136
§Successful Farming (mon)	193.0	180.2	811.1	771.7
Measured in lines	82,791	77,297	347,951	331,047
Tennessee Farmer (mon)	32.3	30.9	158.5	174.1
Measured in lines	24,569	23,496	120,494	132,313
Western Unit Farm Magazines: (mon)				
Arizona Farmer-Ranchman	104.6	107.0	492.5	443.9
Measured in lines	79,512	81,283	374,311	337,397
Colorado Rancher & Farmer	94.4	109.3	466.7	495.8
Measured in lines	71,760	83,073	354,667	376,838
Northwest Unit Farm Magazines:				
Idaho Farmer-Stockman	127.2	120.3	729.4	708.5
Measured in lines	96,667	91,412	554,377	538,422
Montana Farmer-Stockman	212.4	191.1	1,058.3	1,013.4
Measured in lines	161,414	145,249	804,293	770,156
Oregon Farmer-Stockman	113.9	109.3	595.6	588.4
Measured in lines	86,599	83,049	452,634	447,164
Utah Farmer-Stockman	85.5	92.0	515.4	497.2
Measured in lines	65,013	69,948	391,667	377,903
Washington Farmer-Stockman	116.9	105.3	635.9	596.6
Measured in lines	90,397	80,061	483,299	453,401
Wyoming Stockman-Farmer	94.2	—	337.5	—
Measured in lines	81,598	—	286,884	—
Total Group	8,347.4	8,093.5	38,884.6	38,371.4
Dairy & Livestock				
§Beef Magazine	155.5	141.4	268.8	505.9
The Cattleman (mon)	391.8	343.6	1,465.8	1,346.1
Dairy Herd Management	152.4	186.6	541.9	634.5
§Drovers Journal	308.0	319.7	1,223.4	1,374.8
Farm Progress Hog Producer	23.9	—	103.1	—
Feedlot Management	102.8	112.2	343.9	331.2
Florida Cattleman (mon)	275.3	354.8	933.0	996.6
§Hoards Dairyman (sm)	209.9	204.1	951.1	949.5
Hog Farm Management	163.6	175.8	727.4	632.3
†Livestock Breeder Journal (mon)	129.9	235.9	1,030.8	1,138.1
National Hog Farmer	193.5	187.4	711.9	758.0
Pig American	105.3	73.1	351.5	313.5
Southern Beef Producer	50.5	56.0	321.2	284.5
**Southern Hog Producer	37.9	39.1	140.0	142.3
○Sunbelt Dairyman (mon)	14.3	65.9	107.6	161.8
Dairy: (mon)				
Full Edition	52.2	22.6	200.7	132.5
Western Edition	106.6	82.1	425.9	382.2
Western Livestock Journal Monthly:				
Central Edition	129.1	109.3	422.5	449.0
Western Edition	1,236.2	110.5	522.4	527.0



Farm Money Management talks to the people in agriculture who mean business. Big business. Among our readers are 45,000 producers, each with farm commodity cash receipts in excess of $250,000. Plus 15,000 farm managers, bankers, and consultants whose job is to keep America's biggest green thumbs in black ink.

These people care what *Farm Money Management* has to say, because our articles and editorials are aimed directly at them. Lending and borrowing, taxes, estate planning, land costs, and investments are just a few of the topics we deal with in each quarterly issue. No other publication addresses itself so specifically toward the large-scale producer and the agri-business community. Consequently, no other publication can match our circulation among this unique and highly desirable segment of the market.

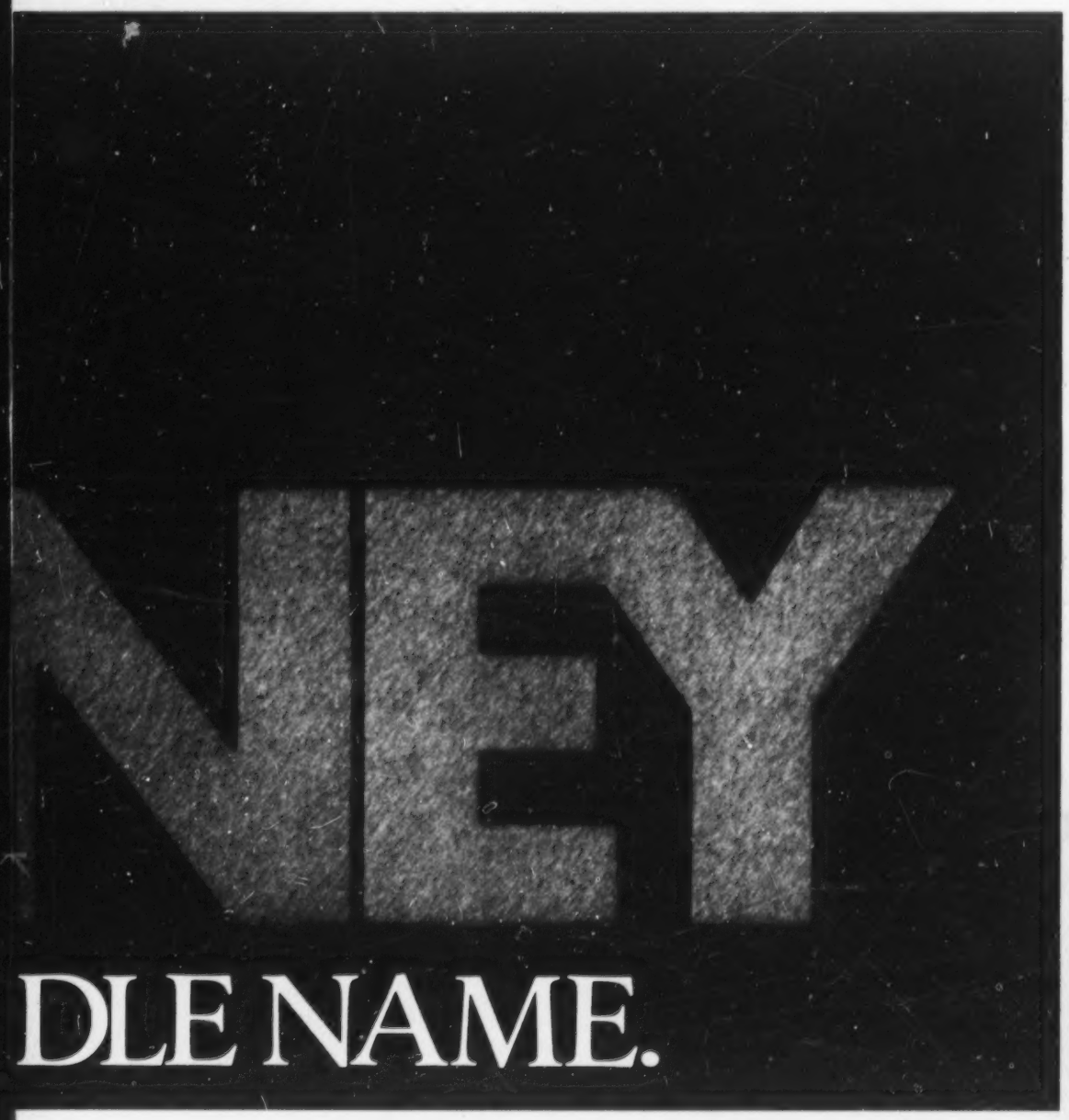
Ad pages in farm publications for 12 months, 1981-1980

Fourth-quarter and year-to-date figures for U.S. and Canadian publications reporting to Advertising Age

Key: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly

	Pages			
	Oct.-Dec. 1981	Oct.-Dec. 1980	Jan.-Dec. 1981	Jan.-Dec. 1980
Southern Edition	94.1	89.5	298.3	339.9
Western Livestock Journal Weekly:				
Central Edition	107.0	98.7	503.2	487.7
Western Edition	144.3	158.0	656.5	684.8
Western Livestock Reporter/-Montwyo News (w)	466.9	440.0	1,085.5	1,137.4
Total Group	3,551.0	3,606.5	13,336.4	13,709.6
†Excludes state editions.				
Fruit & Vegetable				
American Fruit Grower (mon)	105.0	115.7	534.7	477.8
American Vegetable Grower (mon)	139.2	119.4	622.5	589.2
Citrus & Vegetable				
Magazine	125.0	107.4	492.5	418.1
Florida Grower & Rancher	44.7	39.2	181.3	164.7
Total Group	413.9	381.7	1,831.0	1,649.8
Poultry				
Broiler Industry	145.5	144.4	578.6	616.7
Poultry & Egg News	34.4	40.3	150.3	142.2
Poultry Digest	61.3	66.3	326.1	315.1
Poultry Times	184.0	202.8	1,028.7	1,139.7
Poultry Tribune	76.0	100.6	387.9	421.1
Total Group	501.2	554.4	2,471.6	2,634.8
Canadian				
Country Guide: (mon)				
#Eastern Edition	133.3	95.7	596.6	520.3
#National Edition	204.7	148.7	985.3	898.0
#Western Edition	145.3	102.8	703.9	641.5
Average 3 Editions	161.1	115.7	762.6	686.6
Le Bulletin des Agriculteurs (mon)	187.0	171.0	851.0	825.0
Total Group	348.1	286.7	1,613.6	1,511.6

§Sectional linage included but prorated to circulation of regional editions. †Published twice a month except June, July and Dec. monthly. ▲Published six times a year. ◇Published 11 times a year. #Not included in totals. ○Published ten times a year. **Published seven times a year.



Many magazines enable you to tell your message to a general farm audience. But if that isn't exactly your target, why waste your media dollars? Especially when you can bypass those you don't really need to reach and get to those you do.

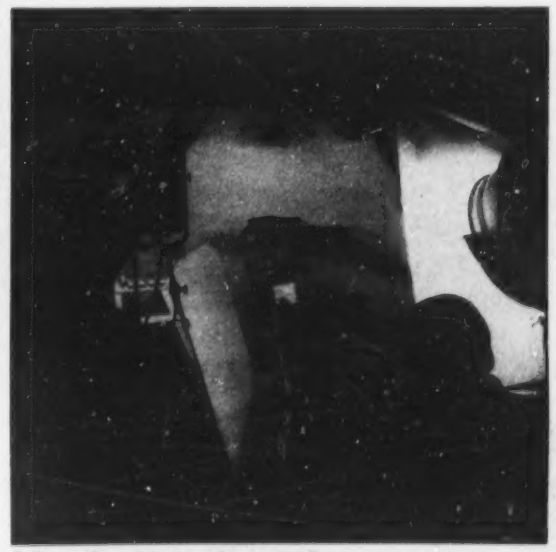
The opportunity is yours. Four times a year. In *Farm Money Management.*

Contact: Doug Evans, Sales Manager
Farm Money Management
The Miller Publishing Company
P.O. Box 67, Minneapolis, MN 55440
(612) 374-5200

FARM MONEY

New Approach

Bohn A/C & R, a division of Gulf & Western, departs from the hardware concept, long a staple of air conditioning and refrigeration industries, in this four-color ad by Josephson, Cuffari & Co., Montclair, N.J.



Manhattan beach

The commercials will look like they were shot on a hot beach somewhere, but a studio is the actual setting for Plough Inc.'s For Faces Only tanning cream tv campaign due next summer. Fucci Productions used a wind machine, sand, beach umbrellas and a lifeguard stand to transform its Manhattan studio into a beach for Plough and agency Warwick, Welsh & Miller.